

Message Text

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PAGE 01 LIMA 01396 151615Z
ACTION ARA-14

INFO OCT-01 ISO-00 EB-08 /023 W
-----025155 160529Z /13

R 151337Z FEB 78
FM AMEMBASSY LIMA
TO SECSTATE WASHDC 8763
USDOC WASHDC

UNCLAS LIMA 1396

EO 11652: N/A
TAGS: BPRO, PE
SUBJ: FOREIGN INVESTMENT OPPORTUNITY: KLEEN-RITE/ARUNDALE INC.:
PURIFICATION EQUIPMENT: OPPORTUNITY NO. 12-77-047

REF: UU STATE A-4989

1. THE EMBASSY HAS LOCATED 3 PROSPECTIVE CONTACT FOR THE
LICENSING OPPORTUNITY OFFERED BY KLEEN-RITE/ARUNDALE INC.
THE BUSINESSMEN INTERVIEWED EXPRESSED INTEREST IN PRINCIPLE
AND REQUESTED FURTHER INFORMATION REGARDING PROPOSAL.

2. WE APPROACHED 7 SELECTED FIRMS WHICH WERE CONSIDERED MOST
LIKELY TO BE INTERESTED IN THE PROPOSAL, BUT 4 DECLINED PROPOSAL
STATING THAT THE LOCAL DRY CLEANING INDUSTRY IS TOO SMALL AND IS
LIMITED TO A FEW COMPANIES WHICH MAINLY USE CUSTOM-MADE SOLVENT
PURIFICATION EQUIPMENT WHICH THEY CONSIDER SUFFICIENT FOR THEIR
PRESENT OPERATIONS. THE 4 FIRMS ALSO MENTIONED THE COUNTRY'S
CURRENT ECONOMIC RECESSION AND THE SHORTAGE OF FOREIGN EXCHANGE FOR
FOREIGN OBLIGATIONS AS NEGATIVE FACTORS MITIGATING AGAINST EXPAN-
DING INTO NEW PRODUCT LINES.

3. THE 3 INTERESTED COMPANIES ARE:
LAVA INDUSTRIAS S.A.
APARTADO 11159, LIMA 14
LOS TELARES 299, URB. BULCANO, ATE
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LIMA 3, PERU

CONTACT: JAIME STONE, MANAGER
PHONE: 351830

THIS IS A WELL-ESTABLISHED, MEDIUM SIZE LAUNDRY INDUSTRY.
MR. STONE IS A YOUNG US CITIZEN WITH MANY YEARS OF RESIDENCE

IN PERU. HE KNOWS THE DRY CLEANING AND LAUNDRY INDUSTRY THOROUGHLY. HE SEES POSSIBILITIES OF PROPOSED ABSORPTION SYSTEM AND REPLACEMENT CARTRIDGES NOT ONLY IN PERUVIAN MARKET BUT IN OTHER ANDEAN PACT COUNTRIES AND WILL WRITE DIRECTLY TO KLEEN-RITE/ARUNDALE INC.

PANAMERICAN TRADING S.A.
APARTADO 15, LIMA 18
AV. REPUBLICA DE PANAMA 4120, SURQUILLO
LIMA 34, PERU
CONTACT: ING. JOSEPH ABI-FADEL, MANAGING DIRECTOR
PHONE: 457783

THIS FIRM BUILDS, REBUILDS AND REPAIRS LAUNDRY EQUIPMENT AND PARTS, AND OTHER INDUSTRIAL EQUIPMENT. IT IS A SMALL FIRM WHICH HAS BEEN ACTIVE SINCE 1963. MR. ABI-FADEL EXPRESSED INTEREST IN CORRESPONDING.

CYMA S.A.
APARTADO 4163, LIMA 100
AV. ABANCAY 1176, OF. 609
LIMA 1, PERU

CONTACT: MARIO KRANDOLFER, MANAGING DIRECTOR
PHONE: 271661

LONG-ESTABLISHED FIRM SPECIALIZING IN COMMERCIAL LAUNDRY, DRY UNCLASSIFIED

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CLEANING AND RELATED EQUIPMENT, MAINLY REPRESENTING AMERICAN COMPANIES. FIRM IS SMALL BUT HIGHLY CAPABLE. MR. KRANDOLFER ALSO EXPRESSED INTEREST IN CORRESPONDING.
SHLAUDEMAM

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